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# Battling the Big Boxes



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# THE WINNERS' Circle

## Lonesource Converts Atlanta Delivery Fleet Graphics as Part of Company-Wide Branding Effort



Cary, North Carolina-based Lonesource is in the middle of a new branding effort that has seen use of new graphic wraps for its fleet of delivery trucks in Atlanta. The trucks were formerly labeled with the logo of Sunbelt Office Products, acquired by Lonesource in 2008.

To promote brand uniformity, Lonesource is implementing a number of other branding initiatives in addition to new truck graphics. They include the introduction of new Lonesource private-brand products, the "Black Book" which contains more than 30,000 of its most popular business consumables and driver uniforms

Lonesource has already converted 14 delivery trucks for its Atlanta office and will eventually brand all 18 with its signature black and green design and arrow logo.